

Summary of November 29, 2007 Focus Macomb Quality of Life Committee Meeting

Members Present:

I. J. Campbell
Susan Doherty
Jack Liang
Arthur Mullen
Karen Parenteau
Paul Socia

Guests:

Kathleen Owsley, Issue Media Group
Melanie Davis, Central Macomb Chamber of Commerce

County Staff Liaison:
Michael Rozny

Introduction:

Kat Owsley and Melanie Davis were introduced. Each has an extensive background with the Detroit Regional Chamber of Commerce before moving to their current (respective) positions at Issue Media Group and the Central Macomb Chamber of Commerce.

Discussion:

Each of the guests shared insight into how an electronic newsletter could enhance the public perception of Macomb County being a desirable community.

- Issue Media (parent of ModelD and metromode) has elected to cover only the positive aspects of business and life in the region. This would blend nicely with the Committee's focus on spreading the word about the County's numerous assets.
- The various Issue Media publications have experienced exponential growth, and more areas, including Macomb and Washtenaw Counties, and the City of Pittsburgh, have elected to have similar products.
- Ms. Owsley provided readership data (age, income, educational level, gender, occupational category etc.) to reveal the promotional power of its publications. These are sought after demographics and would align with the Committee's objectives.
- The Committee posed questions concerning how a "metromode: Macomb" might work, and learned that Issue Media would publish an edition featuring positive business and other developments in Macomb County. It could also electronically extract articles for targeted firms and/or topical areas. This could help the Department in its efforts to identify and target good business prospects for cultivation, and is one of the benefits of sponsorship. This proposal has support from the Central Macomb CoC, the County's Department of Planning and Economic Development has committed funding for the edition. There is confidence that the project will obtain the necessary funding, and the only question is "when" and not "if" this edition will occur.

The Committee thanked its guests for their insight and discussed next steps.

Next Steps:

- The Committee now needs to consider the three concepts (VirtualEYES, Aqaba Technologies, and Issue Media Group) to determine which best addresses Committee objectives. This will occur at the next meeting, using an evaluation matrix developed previously.
- The Committee will meet at least 4 more times before mid-January in order to conclude its work and prepare for the Board presentation. This work is to occur by January 10. Mike Rozny requested that the members identify date availability.
- Mike will also request a power point presentation from Aqaba Technologies for Committee use in proposal evaluation. This request was made and the contractor agreed to submit it.

Adjournment and Next Meeting:

The meeting concluded at 9:20 am. The next meeting has not yet been established. The Committee will be advised as soon as it has been confirmed.